

February 24, 2006

BY ELECTRONIC FILING

Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Re: AmericanLife TV Network -- Ex Parte Presentation in MB 04-207

Dear Ms. Dortch:

On Thursday, February 23, 2006, Larry Meli, President, Richard Freedman, Senior Vice President, Affiliate Sales and Marketing, and Stacey Werner, Counsel to AmericanLife TV Network, and the undersigned, met with Chairman Kevin Martin and Heather Dixon of his office. The subject of this meeting was the Chairman's call for increased "family friendly" programming options on cable television, as well as AmericanLife's views on effective services by video programmers for hearing and visually impaired Americans.

The enclosed materials were distributed at the meeting, and summarize the presentations made. Please direct any questions concerning this matter to me.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank W. Lloyd", with a long horizontal flourish extending to the right.

Frank W. Lloyd

Enclosures

cc: Chairman Kevin Martin
Heather Dixon

WDC 382655v.1



To: FCC Chairman Martin
From: Larry Meli, President & COO

December, 2005

Re: AmericanLife TV NetworkSM Believes Baby Boomer Families Desire Safe, Non-Offensive Choices for Cable Television Viewing

The AmericanLife TV NetworkSM is a cable channel primarily available on the digital basic tier to approximately 10 million cable households. The channel is programmed to appeal to adults, age 35-54, with a mix of classic television shows that this audience fondly remembers, and original programs produced with the needs of this generation in mind.

The research that we have recently conducted on our audience demographic indicates a growing commitment to balancing work and family time.¹ Furthermore, these individuals see television as a tool to bring families and generations together, provided it offers safe, non-offensive, and easily located destinations.²

For these reasons we program the AmericanLife TV NetworkSM with shows that can be enjoyed by the entire family. We support your November 29 comments before the Committee on Commerce, Science and Transportation, United States Senate pertaining to decency standards for cable.

The ubiquitous delivery of multichannel television (which includes both broadcast and cable channels) is transparent to the consumer. Consumers have every reason to expect that the protections afforded by decency regulations should apply to a greater portion of the products that enter their homes. It makes sense that the channels on the most highly penetrated tier of services, commonly referred to as "expanded basic", should be required to meet some form of decency standards. As you suggested, the distribution of channels unable or unwilling to adjust to these standards would be protected. Consumers could always opt to purchase these channels on an a la carte basis.

In this manner, a much needed "safe haven" and return to what we call the "living room standard," could be created for multichannel consumers. Families looking to use television to spend quality time could be assured of a comfortable experience, while the choice to add "coarser" channels would be protected as well.

¹Meredith & Schewe, *Defining Markets, Defining Moments*, 2002.

²Edge Research, *Finding from AmericanLife TV Focus Group*, 11/20/05

Narrated Programming for the Blind and Visually Impaired

Imagine being one of our nation's 13 million blind and visually impaired citizens. Imagine how confusing television would become if you could hear, but not see the action taking place. Imagine the sense of frustration in not being able to access the entertainment, education, and socialization opportunities that television provides.

The AmericanLife TV Network has been a pioneer and a leader in providing cable television programming that is accessible to blind and visually impaired people and their families. And ALN remains one of only a handful of cable networks providing narrated programming today.

Since 1989 ALN has worked with The Narrative Television Network to unobtrusively add the voice of a narrator to the existing programming sound track without interfering with any of the original audio or video. That soundtrack is then provided to cable operators to broadcast on the network's SAP channel.